

DOW, LOHNES & ALBERTSON, PLLC
ATTORNEYS AT LAW

ORIGINAL

ELIZABETH A. MCGEARY

DIRECT DIAL 202-776-2672
emcgeary@dialaw.com

WASHINGTON, D.C.

1200 NEW HAMPSHIRE AVENUE, N.W. • SUITE 800 • WASHINGTON, D.C. 20036-6802
TELEPHONE 202-776-2000 • FACSIMILE 202-776-2222

ONE RAVINIA DRIVE • SUITE 1600
ATLANTA, GEORGIA 30346-2108
TELEPHONE 770-901-8800
FACSIMILE 770-901-8874

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July 8, 1997

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Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Attention: Policy and Rules Division
Stop Code 1800D

Re: MM Docket Nos. 91-221/87-8, 94-150, and 87-154
Television Station KNIN-TV, Caldwell, Idaho

Dear Mr. Caton:

On behalf of Boise Broadcasting, L.P. we submit herewith an original and four copies of the partnership's response to the FCC's June 17, 1997 Public Notice in the above-captioned proceedings. This submission concerns a Time Brokerage Agreement between Schuyler Broadcasting Corporation and Boise Broadcasting, L.P. for Television Station KNIN-TV, Caldwell, Idaho.

Should any questions arise concerning this matter, kindly contact the undersigned.

Respectfully submitted,



Elizabeth A. McGeary

Enclosure

No. of Copies rec'd 024
List ABCDE

LMA REPLY FORM

MARKET: CALDWELL-BOISE-NAMPA, IDAHO

DMA # 127

					Degree of Overlap (%)			Nielsen (all day) Audience Share (9am - midnight)		
					City Grade	Grade A	Grade B	11/96	2/97	5/97
Brokered Station:	Channel No. & Call Sign Channel 9 KNIN-TV (Formerly KHDT(TV))	Network Affiliation UPN, WBN	Community of License Caldwell, Idaho	Owner/ Licensee Schuyler Broadcasting Corporation	N/A			4	4	4
Brokering Station:	None	N/A	N/A	Boise Broadcasting, L.P.	N/A			N/A		

LMA Specifics:	Date of LMA <u>Signing</u>	Length of <u>Initial Term</u>	Initial Term <u>Start Date</u>	Initial Term <u>End Date</u>	<u>Renewal Provisions/Terms</u> Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal may be exercised.	% Time Brokered <u>per week</u>
	4/17/96	33 months	5/2/96	1/31/99	Boise Broadcasting, L.P. may extend the initial term for an additional period so that the total term is 120 months by giving notice of such election and a renewal fee	99.8% (167.5 hours/ week)

PUBLIC INTEREST BENEFITS RESULTING FROM ENTERING INTO THE LMA

The Time Brokerage Agreement ("TBA") between Schuyler Broadcasting Corporation and Boise Broadcasting, L.P. has provided a number of benefits to the Caldwell-Boise-Nampa, Idaho television market. The TBA has allowed the station to change its format from home shopping, which was already being supplied to the community through other media, to two new broadcast networks, the United Paramount Network and the Warner Brothers Network. In addition, KNIN-TV, through the TBA, has secured quality programming that would not otherwise be affordable to the station absent the TBA. Moreover, KNIN-TV has enhanced its public affairs programming through a revival of a local pet adoption awareness campaign that was previously terminated by another station in the market.

The TBA has resulted in significant improvements to KNIN-TV's facilities including \$600,000 of state-of-the-art digital equipment to improve the station's picture quality and to expand the station's coverage allowing it to reach a number of local cable operators, as well as investment in the station's EAS system.

The Caldwell community has also benefitted from the station's hiring and training program. Since the TBA, the station has hired twelve additional employees and has spent over \$50,000 to train the station staff on the latest computer, billing and traffic systems.

In sum, KNIN-TV has grown from an unprofitable Home Shopping Network affiliate into a profitable local station providing a new outlet for public service programming as well as new syndicated programming and emerging networks. Under the TBA, the station has hired and trained local residents and has improved its facilities such that it provides a stronger and clearer picture to the communities it serves.